

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

| | | |
|--|--|--|
| <u>Contract / Revision</u> 696468 / | | <u>Alt Order #</u> 06204258 |
| <u>Product</u> NRCC IE 2012 | | |
| <u>Contract Dates</u> 10/18/12 - 10/25/12 | <u>Estimate #</u> 2604 | |
| <u>Advertiser</u> National Republican Cong. Committee | | <u>Original Date / Revision</u> 09/13/12 / 09/13/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSDK | <u>Account Executive</u> Kristin Waskie | <u>Sales Office</u> Telerep Philadel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 155 | <u>Product Code</u> 426 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| 1 | KSDK | 10/22/12 | 10/25/12 | 5-6a | 5-6A | | :30 | | | | NM | 4 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWT--- | | | | 4 | \$675.00 | 0.00 | | | |
| 2 | KSDK | 10/22/12 | 10/25/12 | 6-7a | 6-7A | | :30 | | | | NM | 5 | \$6,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWT--- | | | | 5 | \$1,350.00 | 0.00 | | | |
| 3 | KSDK | 10/20/12 | 10/20/12 | Sat 6-7A | 6-7A | | :30 | | | | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 2 | \$550.00 | 0.00 | | | |
| 4 | KSDK | 10/21/12 | 10/21/12 | Sun 6-7A | 6-7A | | :30 | | | | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 2 | \$550.00 | 0.00 | | | |
| 5 | KSDK | 10/20/12 | 10/20/12 | NBC Today Show (Sa) | 7-9A | | :30 | | | | NM | 2 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 2 | \$1,125.00 | 0.00 | | | |
| 6 | KSDK | 10/20/12 | 10/20/12 | Sat 9-10a | 9-10A | | :30 | | | | NM | 2 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 2 | \$1,125.00 | 0.00 | | | |
| 7 | KSDK | 10/21/12 | 10/21/12 | Sun 9-10a | 9-10A | | :30 | | | | NM | 1 | \$1,010.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$1,010.00 | 0.00 | | | |
| 8 | KSDK | 10/21/12 | 10/21/12 | This WK Cards Nation 10a | 10-1030a | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$560.00 | 0.00 | | | |
| 9 | KSDK | 10/24/12 | 10/24/12 | Ellen | 3-4p | | :30 | | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$850.00 | 0.00 | | | |
| 10 | KSDK | 10/23/12 | 10/25/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 2 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | | | 2 | \$2,800.00 | 0.00 | | | |
| 11 | KSDK | 10/19/12 | 10/19/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$3,025.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 696468 / | 06204258 |

| Contract Dates | Product | Estimate # |
|---------------------|--------------|------------|
| 10/18/12 - 10/25/12 | NRCC IE 2012 | 2604 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| National Republican Cong | 09/13/12 / 09/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|--------|------|-------------------|-----------------|-----------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 1 | \$3,025.00 | 0.00 | | | |
| 12 | KSDK | 10/22/12 | 10/25/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 4 | \$12,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWT--- | | | | 4 | \$3,025.00 | 0.00 | | | |
| 13 | KSDK | 10/20/12 | 10/20/12 | News Channel 5 at 6P Sat | 6-630P | | :30 | | | | NM | 1 | \$1,575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 1 | \$1,575.00 | 0.00 | | | |
| 14 | KSDK | 10/21/12 | 10/21/12 | News Channel 5 at 5P Sun | 5-530P | | :30 | | | | NM | 1 | \$1,575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$1,575.00 | 0.00 | | | |
| 15 | KSDK | 10/22/12 | 10/25/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWT--- | | | | 2 | \$3,000.00 | 0.00 | | | |
| D 16 | KSDK | 10/24/12 | 10/24/12 | Chicago Fire | 9-10P | | :30 | | | | NM | 0 | \$0.00 |
| N 17 | KSDK | 10/21/12 | 10/21/12 | NFL Regular Season Football | Various | | :30 | | | | NM | 1 | \$10,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$7,875.00 | 0.00 | | | |
| 18 | KSDK | 10/22/12 | 10/24/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | M-W---- | | | | 1 | \$3,375.00 | 0.00 | | | |
| 19 | KSDK | 10/19/12 | 10/19/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 1 | \$3,375.00 | 0.00 | | | |
| 20 | KSDK | 10/23/12 | 10/23/12 | Tonight Show | 1035-1137p | | :30 | | | | NM | 1 | \$1,010.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,010.00 | 0.00 | | | |
| 21 | KSDK | 10/19/12 | 10/19/12 | 6-7a | 6-7A | | :30 | | | | NM | 2 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 2 | \$1,350.00 | 0.00 | | | |
| 22 | KSDK | 10/19/12 | 10/19/12 | Ellen | 3-4p | | :30 | | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 1 | \$850.00 | 0.00 | | | |
| 23 | KSDK | 10/19/12 | 10/19/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 1 | \$2,800.00 | 0.00 | | | |
| N 24 | KSDK | 10/18/12 | 10/18/12 | News 5 at Four | 4-430P | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$1,125.00 | 0.00 | | | |
| Totals | | | | | | | | | | 0.00 | | 40 | \$73,805.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/25/12 | 40 | \$73,805.00 | \$62,734.25 |
| Totals | 40 | \$73,805.00 | \$62,734.25 |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
|----------------------------|--------------------|
| 696468 / | 06204258 |

| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|----------------------------|----------------|-------------------|
| 10/18/12 - 10/25/12 | NRCC IE 2012 | 2604 |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|---------------------------------|---------------------------------|
| National Republican Cong | 09/13/12 / 09/13/12 |

Signature: _____ **Date:** _____

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